





Your Baby Delicate?

WHAT a marked difference there is between the fretful, puny, ailing infant, and the child whose face always bears the smile and look of perfect health and contentment. Mothers should early realize that much depends on How Baby is Fed. The right food given at the proper age means rest and comfort for the mother and a sound healthy constitution for her little one in after years. If, for any reason, Baby cannot be given the natural food, do not select a substitute merely because it is cheap in price. Adopt what experience has proved to be the Simplest and Most Successful Method of Infant Feeding, i.e. The 'Allenburys' Foods. These foods provide a Pure, Complete and Progressive Dietary specially adapted to each stage of a child's development. They are not expensive to buy, when judged by the uniform good results which follow their use; this is the true standard of comparison. The 'Allenburys' Foods are used and recommended by members of Medical and Nursing Professions throughout the world.

The Foods that contain all the essential elements to promote brain and body development.

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Write for a large sized Free Sample of Food, stating age of child and whether Weaned or Unweaned. Also for Free Book "Infant Feeding & Management", 64 pages of valuable information for every mother.

Milk Food No. 1. From birth to 3 months. In tins at 50c. and \$1. Milk Food No. 2. From 3 to 6 months. In tins at 50c. and \$1.

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THE 'ALLENBURYS' FEEDER - Simplest, Safest and Best. 53

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The clever creations of Dudley Ward are going to entertain you and your children for months to come-

WATCH FOR THEM

They are going to capture the July cover, ramble over a whole page in August and settle for life on one of the smartest pages EVERYWOMAN'S WORLD has had for a long time.

YOU MUST MEET THEM

A Friendly Talk to the Girl Who Loves Beauty

E VERY girl in the world wants to be beautiful. When I was a child this was a

to be beautiful. CANTWEI
When I was a child this was a
truth that had not yet been recognized, or if so the desire was
thought to be a sure sign of that worldly
vanity, which was not to be encouraged.
I remember quite well that when I was
a very little girl the prevalent style of
wearing the hair was to have it cut short
over the forehead in a row of "bangs,"
and my mother not approving of this
rather peculiar method of hair dressing,
persistently refused my pleadings to wear
my hair like other girls, so one day
I surreptitiously cut my all too scanty
locks into the much coveted bangs,
then willingly listened to the sermon on
vanity which followed,—willing to undergo the lecture through the belief that I
had greatly added to my charms. Our
elders thought that we should be satisfied
with being good, but even at that early
age having someone say of you "Madeline
is such a pretty girl" is somehow more
satisfying than being known as "such a
good child." Nor do I think it half so
likely to make egotistical prigs of us all.
To take pride in one's own pretty looks
is at the most only amusing and rather
human withal, while to believe overmuch
in one's own goodness, is insufferable
even in a child.

So when a distressed maiden writes me,
"But I'm so homely, tell me how to be

So when a distressed maiden writes me, "But I'm so homely, tell me how to be pretty or at least how to make the best of the few good points I have,"—I know she is not desiring beauty that she can look in the glass at herself, but because she recognizes that it is a way of influencing others, and of producing an effect on other lives. She knows as each one of the rest of us knows that beauty is power.

"For 'tis the eternal law
That first in beauty, shall be first in might,"
Every girl has the obligation laid on her to be as beautiful as she can possibly be and there is little excuse for not being beautiful if one wants to be, and still less for not wanting to be. Not only is it the prerogative of youth, but it should be maintained through a long life, and can be and will be if we do our work well, live much in God's fresh air and sunshine and only trust Him enough for the unknown future years, and above all do not worry, for worry eats into beauty and ravages health and no young girl ought to fall under its terrible sway.

Beauty, however, is not a thing that can be definitely described—a pretty girl to me may not be an especially pretty girl to you at all. As the ages come and go there have always been changing ideas of beauty. In that first early breath of poesy, when the blind Homer sang, he recognized that fact, so his Helen of Troy will stand forever as the most beautiful of women, for he gave not one single detail to describe her. Whether she had dark hair or fair, was tall and queenly, or slight and vivacious is left to the individual imagination. The fullest description of her beauty is where the aged men of Troy are sitting at the city gate, watching the battle, which ends so disastrously for their city, and they remark the one to the other, "What little wonder it is that nations fight and men forget home and country for a woman of so wondrous a beauty and so like to the divine, in form and face."

Thus as the different conceptions of the ages come and go, she fits into them all, and is forever quoted

over many a rough mile of hill and valley; a journey that would weary out most of our athletic girls today. Nor can we imagine the dark eyed Rebekah or the loyal Ruth of the Old Testament as fragile and delicate, rather are they pictured as radiant with health and strength and buoyant vigor.

buoyant vigor.

One essential, then, in attaining beauty is to strive after health. Today, the girl who would be called "such a pretty girl" must not be afraid to climb the highest hills or face the ocean breezes, she must needs have the spotless skin and the clear eyes which show that she cares for her body in such a way as to make it the fee body in such a way as to make it the fit home for her soul.

"The sun's warm kiss is on her cheek, She walks with buoyant step and free;

Her every look and motion speak
Of strength and health and liberty."
This health and strength do not, however, mean a

A. health and liberty."

This health and strength do not, however, mean a mere athletic prowess. Tanned arms and the general air of a hoyden are not elementary factors in robust health. To be strong does not mean that you must have something mannish about you, to the detriment of the womanly graces. To-day as always the really beautiful girl will have about her the infinitely appealing grace of womanhood.

Four of the chief requirements for beauty, then, are the requirements of a wholesome life: plenty of sleep; plenty of exercise; plenty of food and plenty of fresh air, and each of these taken with regularity. This is the reason that the college girl even after a year of hard study is often so much better than her sister at home, or the one who works. The inexorable rule of all lights out at ten, works wonders and the regularity of her meals and exercises builds up her body at the same time she is in training her mind.

The girl who works in shop or factory, and, summer or winter grees forth in the

The girl who works in shop or factory, and, summer or winter, goes forth in the early dawn to that labor which makes life easier for the rest of us, often finds it a much more difficult problem, than the sheltered daughter in the home, to maintain that health and strength, which is essential to a lasting beauty of either face or spirit, yet she, also, has the advantage of regularity if she will but sacrifice nonessentials and keep good hours, and she has the joy of a useful life which is in itself a beautifier, for daily work, however monotonous, is not half so monotonous as having nothing whatever to do. The working girl, however, loses more than she dreams when she prolongs her evenings into the small hours of the night in amusement or even in housework or the making of a fancy waist. Let her, instead, spend as much time as possible in the open air, and take walks under the stars if a daily walk in the sunshine is denied her.

If our girls would spend the money on fresh fruit that they yearly spend for candy, and for the often harmful sodas: for even five minutes when they find themselves bodily weary, they would find themselves bedily weary, they would find themselves free from that lassitude and think we bring to ourselves and it is true of body as well as mind that "as a man thinketh in his heart, so is he."

Then there are some general rules that will help you to look always at your best. The absolute cleanliness which comes irrevocable as the famous law of the Medes and Persians, but the cold bath, in some cases, and should never be intung reaction or glow, otherwise a tepid Fahrenheit is better and a hot bath taken and induce sleep.

For the face a delicate toilet soap preferably just before retiring at night in tepid then in cold water. In fact thing I know for toning up the complexion fine, while rubbing the face nuscles firm and rour times a week with a piece of ice after a face wash is most beneficial in its astringent also but one must be careful. The care of the hair is very important. But while c

of either in making any one beautiful, and

of either in making any one peautitat, that is beauty of the spirit.

The adage that "beauty is but skin deep," has long ago been proven untrue, for beauty, even real beauty of countenance, is soul deep and spirit deep. This beauty of patience and gentleness and service and sympathy is not only the true and vice and sympathy is not only the true and genuine beauty but the beauty, too, that has lasting power behind it, without which inner beauty, the inner beauty the mere prettiness of a youthful face soon passes away; it is also the beauty which every one of us may attain. A beautiful thought, a little deed of kindness every day, and we grow beautiful of face and spirit as the hours roll round ful of face and spirit as the hours roll round for as Emerson tells us "there is no beautifier of complexion or form or behavior like the wish to scatter joy and not pain about us."